

### REMARKS

Claims 1-18 were examined and reported in the Notice of Non-Compliant Amendment. Applicant has canceled Claims 1-18. New claims 19-44 are added. Claims 19-44 remain. Applicant's new independent claims 19, 29 and 37 are submitted to clarify the scope of the embodiments. The new independent claims are generic and relate to a single invention.

Applicant requests reconsideration of the application in view of the following remarks.

#### **I. Prior Art**

In the Office Action dated April 15, 2004, Keen.com ("Keen") was cited as a prior art reference. Applicant notes that Keen is directed to telephone communication between a user and an interested receiver. This is clear from the "Call Now" buttons that a user selects to speak with an advisor. Keen does not teach, disclose or suggest that *text is transmitted from the communication device to a receiver through the intermediary facility for a fee, and the receiver contact information is hidden from the communication device.*

Also, 1stup.com ("1stup") was cited in combination with Keen. 1stup is cited for disclosing that free service is provided to users where the access charges are provided by a sponsor. 1stup, however, does not teach, disclose or suggest that *text is transmitted from the communication device to a receiver through the intermediary facility for a fee, and the receiver contact information is hidden from the communication device.*

Therefore, Applicant's new claims 19, 29 and 37 are not anticipated by Keen and are not obvious over Keen in view of 1stup. Additionally, the claims that either directly or indirectly depend on new claims 19, 29 and 37, namely claims 20-28, 30-36, and 38-44, respectively, are also not anticipated by Keen and not obvious over Keen in view of 1stup for the same reason.

**CONCLUSION**

In view of the foregoing, it is submitted that claims 19-44 patentably define the subject invention over the cited references of record, and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If the Examiner believes a telephone conference would be useful in moving the case forward, he is encouraged to contact the undersigned at (310) 207-3800.

If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2666 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Respectfully submitted,

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Dated: September 18, 2006

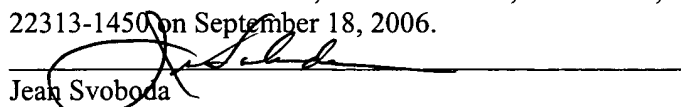
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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail with sufficient postage in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, Virginia 22313-1450 on September 18, 2006.

  
Jean Svoboda